

## 9. Turn customers into promoters

Harvard Business Review: <https://www.youtube.com/watch?v=xr5EzwfiQdM&t=16s>

**Date:** 2012 / **Author:** Fred Reichheld [Bain & Company] / **Time:** 2:50

### Introduction

i) What is Net Promoter?

A **m**\_\_\_\_\_ system that helps **e**\_\_\_\_\_ focus the entire organisation on turning customers into promoters to come back for **m**\_\_\_\_\_ and bring their **f**\_\_\_\_\_

ii) the main question?

iii) 9 or 10 means

iv) 0-6 means

v) Why does Apple use Net Promoter?

\_\_\_ / 8

### 1 measure feedback consistently

vi) Samples collected from...

*customers every day and in every store.*

vii) Real-time feedback...

\_\_\_ / 1

### 2. Close the loop

viii) What does the store manager do?

\_\_\_ / 1

### 3. Celebrate with the successes

ix) Jerry...

x) The result..

\_\_\_ / 2

### 4. Share best practices

xi) A systematic process...

*of gathering feedback, reacting it, closing the loop, sharing the successes*

xii) Employees asked...

\_\_\_ / 1

### Summary

xiii) When **h**\_\_\_\_\_ are listening and making changes and driving **i**\_\_\_\_\_ based on feedback from customers those employees are dealing with every day. Those employees get it, they think they are **s**\_\_\_\_\_ about it. It's about enriching people's lives. The greatest gift a **l**\_\_\_\_\_ can give an employee is to put them in a position where they can consistently earn **t**\_\_\_\_\_ from their customers.

\_\_\_ / 5

**Overall Score:** \_\_\_ / 18

## 9. Turn customers into promoters **ANSWERS**

**Date:** 2012 / **Author:** Fred Reichheld [Bain & Company] / **Time:** 2:50

### Introduction

i) What is net promoter?

A **management** system that helps **executives** focus the entire organisation on turning customers into promoters to come back for **more** and bring their **friends**

ii) The main question?

How likely would you recommend us to a friend?

iii) 9 or 10 means

enriched their life & done a great thing

iv) 0-6 means

a failure

v) Why does Apple use net promoter?

Serious about enriching lives and how to measure it

\_\_\_ / 8

### 1 measure feedback consistently

vi) Samples collected from...

customers every day and in every store.

vii) Real-time feedback

on whether that customer would recommend that store to a friend

\_\_\_ / 1

### 2. Close the loop

viii) What does the store manager do?

Calls all the detractors 0-6 and apologises, probes for root cause and tries to solve it.

\_\_\_ / 1

### 3. Celebrate with the successes

ix) Jerry...

got a 10 from Mrs Jones. Can you tell the group what u did?

x) The result..

makes employee proud and shares practice / the energises the team

\_\_\_ / 2

### 4. Share best practices

xi) A systematic process...

of gathering feedback, reacting it, closing the loop, sharing the successes

xii) Employees asked...

what needs to change at the company level, system level to help them create more nines and tens.

\_\_\_ / 1

### Summary

xiii) When **headquarters** are listening and making changes and driving **innovation** based on feedback from customers those employees are dealing with every day. Those employees get it, they think they are **serious** about it. It's about enriching people's lives. The greatest gift a **leader** can give an employee is to put them in a position where they can consistently earn **tens** from their customers.

\_\_\_ / 5

**Overall Score:** \_\_\_ / 18